

SENATE JOINT RESOLUTION 661

By Berke

A RESOLUTION to honor and commend the administration of Ruby Falls, LLC, on their recent decision to pursue certification through the dual Green Globe/Green Certifications program.

WHEREAS, it is fitting that this General Assembly pause to salute the owners and operators of those popular Tennessee tourist attractions who, while providing entertainment to their guests, strive to protect this State's precious natural resources and the pristine beauty of its outdoor spaces; and

WHEREAS, the men and women of Ruby Falls, LLC, are one such estimable group of people; they recently demonstrated their strong commitment to sustainability and the preservation of sensitive natural resources by seeking certification through the dual Green Globe/Green Certifications program, administered by Green Certifications, Incorporated; and

WHEREAS, according to Hugh Morrow, President of Ruby Falls, LLC, "third party certification by a leader like Green Certifications, Incorporated, is crucial to holding us to a higher standard and keeping us focused on more environmentally sensitive business practices"; and

WHEREAS, in a remarkable demonstration of such business practices, management installed ninety solar panels on the rooftops of buildings at Ruby Falls; in addition, the owners have outlined four main environmental goals for the attraction: production of renewable energy, reduction of greenhouse gas emissions, recycling and waste reduction, and land use planning; and

WHEREAS, Ruby Falls has a long tradition of practicing sustainability in its operations; in 1928, limestone excavated from the site, as opposed to material shipped from far away, was used to construct the Ruby Falls building; and

WHEREAS, Ruby Falls is America's deepest commercial cave, and the attraction boasts the largest underground waterfall open for public viewing; annual visitation exceeds four hundred thousand people; and

WHEREAS, it appears on a list entitled "Top Seven United States Natural Wonders," which includes Yosemite, Niagara Falls, the Grand Canyon, and Sequoia National Forest, among other attractions; it has also been placed on a list of "Top Ten Hidden U.S. Treasures"; and

WHEREAS, Ruby Falls is one of this State's most popular tourists attractions, and the integrity of what it offers its visitors must be maintained so that future generations will have an opportunity to appreciate the site; and

WHEREAS, for their efforts to protect this precious natural wonder, the management of Ruby Falls should be specially recognized; now, therefore,

BE IT RESOLVED BY THE SENATE OF THE ONE HUNDRED SIXTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE HOUSE OF REPRESENTATIVES CONCURRING, that we hereby honor and commend the administration of Ruby Falls, LLC, on their recent decision to pursue certification through the dual Green Globe/Green Certifications program, thank them for all they do to enhance the commerce of this State, and wish them all the best in their future endeavors.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.